

Question Guide to Festinger, L., & Carlsmith, J. M. (1959). Cognitive Consequences of Forced Compliance

Use this guide to guide your reading of the article and to prepare for the quiz that will be given on Monday

1. Who were the authors?
2. What year was this article written?
3. What did the Janis & King studies show?
4. How did Janis & King explain the result found in their study?
5. What did the Kelman (1953) study show?
6. What is Festinger's Theory of Cognitive Dissonance? Hint: if a first read of the article does not make it clear to you, take a look at your text book. Read the section on Balance theory first and then read the section on cognitive dissonance theory.
- 6a. What is cognitive dissonance?
- 6b. How can cognitive dissonance be reduced?
7. What was the goal of the present study and what were the hypothesized results?
8. How many participants were there, and who were they?
9. What was the first task? Why was it meant to be so boring?
10. What were participants told about the task after the fact and why?
11. What were the 3 conditions of the study (Control, One Dollar, and 20 Dollar)? What happened to subjects who were in each of the conditions?
12. What were the participants asked to report about the experiment during the interview?
13. In which condition did participants enjoy the boring task the most? Does this fit with the results the authors predicted? How do the authors explain these results?
14. What alternative explanation to these results was suggested?
15. How was this alternative explanation tested? What was concluded?